

The Voice

of the Nebraska Grocery Industry

July/August 2014

THANKS TO OUR SPONSORS:

PLATINUM

SHAZAM

GOLD

Affiliated Foods
Midwest
Altria Client Services
Associated Wholesale
Grocers
Bimbo Bakeries USA
ConAgra Foods
Dean Foods/Land O'
Lakes Milk
Nebraska Lottery
SpartanNash
Wells Enterprises, Inc.
Wildhorse Distributing

SILVER

Anheuser-Busch
Companies, Inc.
Coca Cola Bottling
Crystal Farms
Farner-Bocken
Company
Frito Lay, Inc.
General Mills
Hiland Dairy Foods
Kraft Foods
Pepsi Cola Bottling
Retail Data Systems

BRONZE

Advantage Sales & Marketing
Arctic Glacier Premium Ice
Bunzl Packaging
Customized Retail Solutions
Commonwealth Altadis USA
Diageo
Dr. Pepper/Snapple
Fareway Stores, Inc.
Kemps Dairy
Lorillard Tobacco
Mondelez International
Pan-O-Gold Baking Company
R.J. Reynolds Tobacco
Sparboe Farms
The Brenmar Company
The Mark Anthony Brand Inc.

coupon redemption in the digital age

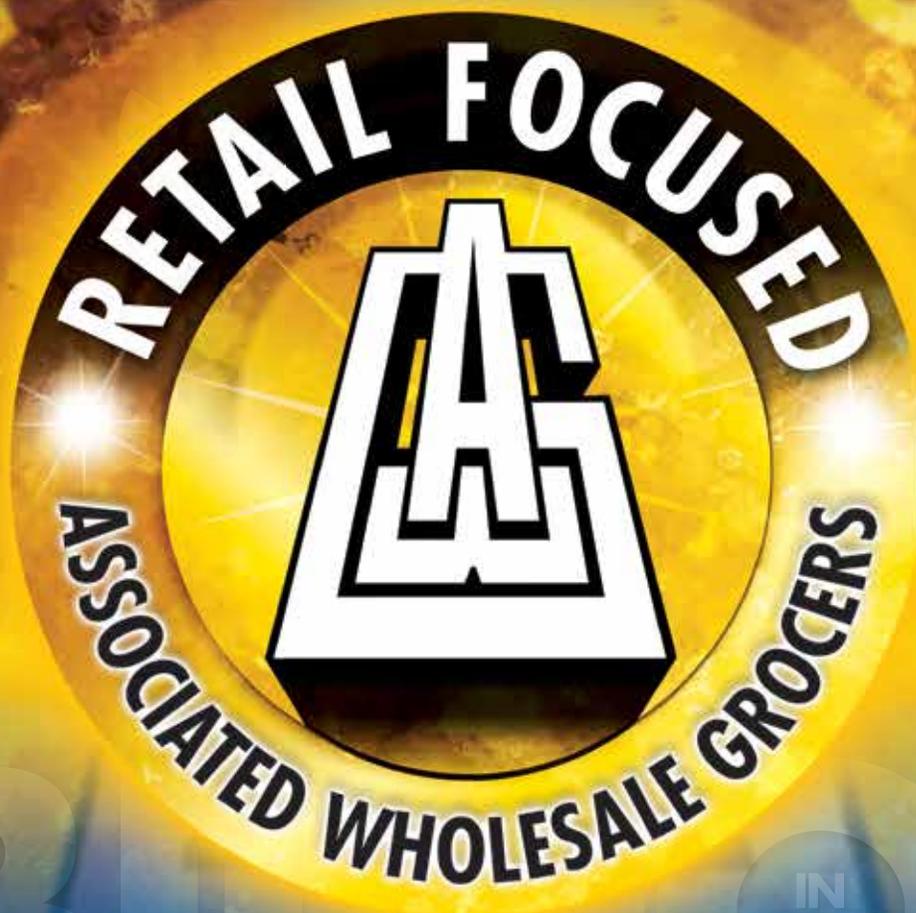
seamless redemption for
digital, electronic & paper coupons



Proudly Offered through
Nebraska Grocery Industry Association
For more information call ACS at 1-800-260-4642.

SOMETHING'S UP!

Total Sales UP
Annual Rebates UP
Same Store Sales UP
New Memberships UP



RECOGNIZED AS THE 2014

PROGRESSIVE GROCER'S WHOLESALER OF THE YEAR

PRIVATE LABEL/STORE BRANDS MAGAZINE WHOLESALER OF THE YEAR

IGA LDC OF THE YEAR - AWG NASHVILLE DIVISION

IT PAYS TO JOIN AWG

CALL RHONDA LOFTUS @ 913.288.1216 • VISIT WWW.AWGINC.COM

C O N T E N T S

features & departments

- 3 Nebraska Food News...
People... Places... Things
- 5 Nebraska Grocers Meet with
Congressman Terry
- 6 Aftermath of a Tornado
- 10 Deadlines Looming for US
Migration to EMV
- 14-15 NGIA 2014 Annual Conference
- 18-19 2014 Sand "Bagger" Golf Outing
- 22 How to Overcome Excuses
- 25 3 Tips for Practicing Mindfulness in
a Multitasking Workplace
- 26 Retiring NGIA Board of Directors
- 30 USDA Proposes More Ground Beef
Record Keeping
- 30 In Memory of Bill Ashley

advertisers

- 11 Advantage Sales
- OBC Affiliated Foods Midwest
- 27 Altria
- IFC American Coupon Services
- 12 Anheuser-Busch
- 13 Arctic Glacier
- 1 Associated Wholesale Grocers
- 24 Bimbo Bakeries/Sara Lee
- 12 Bunzl
- 13 CRS
- 17 Cheyenne International, LLC
- 28 Coca-Cola
- 12 Commonwealth Altadis
- 7 ConAgra Foods
- 23 Crystal Farms
- 21 Dean Food/Land O Lakes
- 9 Diageo
- 12 Dr Pepper/Snapple
- 28 Fareway Stores, Inc.
- 32 Farner Bocken
- 4 Frito Lay
- 23 General Mills
- 28 Gopher News
- 32 Hiland Dairy
- 17 Kemp's
- 5 Kraft
- 29 Mondelez International
- 11 National Tobacco
- 20 Nebraska Beef
- 20 Nebraska Pork
- 20 Omaha World-Herald
- 8 Nebraska Lottery
- 11 Pepsi
- 9 Retail Data Systems
- 17 R.J. Reynolds
- 33 Shazam
- 13 Sparboe Farms
- 20 Smart Chicken
- 26 Tasty Toppings
- 31 SpartanNash
- 29 Swedish Match
- 9 The Brenmar Company
- 29 The Mark Anthony Brands
- 16 Wells Enterprises, Inc.
- 13 Wildhorse Distributing
- 17 Wrigley

Chairman of the Board:
Lonnie Eggers
No Frills Supermarkets

Vice Chairman of the Board:
Mike Brtek
Lou's Thriftyway

Treasurer:
Mogens Knudsen
Plum Creek Market Place

Secretary:
Pete Clarke
Crete Foodmart
IGA Market Place

Executive Director:
Kathy Siefken
Nebraska Grocery
Industry Association

Directors:
Kirk Anderson
Pepsi Cola

Larry Baus
Wagner's Food Pride

Jason Dworak
Anheuser-Busch

Brenda Guill
Affiliated Foods Midwest

Jeff Holling
Crystal Farms

Bill Huenemann
5th Street IGA

Lezlie Maguire
Cubby's

Jeff Mueller
Hy-Vee

Steve Pirtle
Associated Wholesale
Grocers

Pat Raybould
B&R Stores
Russ's Markets
Super Saver

Ted Stessman
Farner Bocken

Owned and Published by:
Nebraska Grocery Industry Association, Inc.
5935 South 56th Street, Suite B, Lincoln, Nebraska 68516-3301
Phone: (402) 423-5533 or 800-433-6742

E-mail: ksiefken@nebgrocery.com.

We retain the right to refuse any advertisement or copy content deemed inappropriate or inconsistent with our goals and objectives to serve our members.

Nebraska Food News... People... Places... Things...

This section of the magazine is dedicated to announcing the changes, additions, promotions, etc., regarding members of the grocery industry in Nebraska. We invite members to submit information that can be included in this section.

B&R Stores Inc. of Lincoln reached an agreement with Skagway Discount Department stores Inc. to purchase both Skagway stores in Grand Island. The building and property at the 620 West State St. location will be purchased by Associated Wholesale Grocers of Kansas City, Kansas. Associated Wholesale Grocers will construct a new building at the site that will be leased to B&R Stores for a Super Saver store, the company's second Super Saver location in Grand Island. The Skagway store will remain open during construction of the Super Saver building. The 1607 South Locust St. location will operate as a Skagway store. Pat Raybould, president of B&R Stores said the company plans to retain the majority of store-level employees at both locations. Skagway employs about 250.

After reopening its doors more than a year ago last February, the **Elwood Hometown Cooperative** is seeking to pay off debt it took on to open the store. They had a goal of working to get the cooperative 100 percent funded by membership; we got it to 75 percent last year. The goal is to get the other 25 percent of membership back to pay off their loan on store equipment.

They are not retiring, and they are not slowing down. But Alice and Emmett Prewitt, owners of **Emmett's Food Town** in Stanton, plan to spend more time traveling to see family now that Cissy Louthan has joined their team as store manager. Prewitt, a third-generation grocer, said, "We are not going anywhere. We are thrilled to still be here, and we enjoy all of our customers. We look forward to work every day."

Francis and Joyce Kohout celebrated 30 years of the grocery business last week. Francis worked for Hinky Dinky for 16 years. They purchased **Cambridge Supermarket** from Raymond and Elaine Highland in 1984. Since then, they have

been active members of the chamber of Commerce and have made many changes and updates to the store. Two additional buildings have been acquired to expand the square footage of the site. All coolers including meat, produce, dairy, and frozen foods have been upgraded as well as new flooring, check stands, and grocery cart. **Cambridge Supermarket** provides a lot of support to the community. They work with the food pantry, try to help whenever somebody needs something, and Francis does town deliveries twice a week.

For more than 17 years, Bob McKinney knew right where everything was. And so did his shoppers. But McKinney changed suppliers at his supermarket, **McKinney's Food Center**, earlier this year and his store changed with it. There are more health and beauty items, more automotive items, more light bulbs. Customer feedback has been all positive.

When shopping for groceries, some residents may decide to go for more healthy fare, comparing calories, sodium levels and differing nutritional values. In the past, this entailed picking up different items and comparing them side by side. Recently **Main Street Market** and the **Panhandle Coop System** has introduced a new tool that will make the process much easier and the nutritional values of products more clear with residents only having to look at a single number: the NuVal Nutritional Scoring System. The system translates expert nutrition knowledge into a simple single score from 1 to 100 which is located on shelf signs and shelf tags for consumers to easily identify the value of any food at a glance.

Save-Mart, a fixture in northwest Lincoln for almost 50 years, has a new owner. The Schmick family of McCook, which owns **Schmick's Markets** in McCook and Broken Bow, has bought the grocery store and will run it under the Schmick's banner. Tyler Schmick, who manages the McCook store, said the family became aware of the opportunity to buy the store through its grocery supplier, SpartanNash. They are buying new equipment for the store and will do some

remodeling and renovation. The Shimicks are the first new owners of **Save-Mart** in the 47-year history of the store. The store opened in 1966 as a Jack & Jill store and changed its name to **Save-Mart** in the early 1980's. It was owned by the Hutson family, which has been in the Lincoln grocery business for decades.

The Omaha area's seventh **Wal-Mart Neighborhood Market**, located just north of Dodge Street on Saddle Creek Road, is scheduled to open Aug. 20.

Boelus-The sign on the highway just outside Boelus says its population is 221. But Gene Whitefoot, co-owner of **Whitefoot Market and Catering** in the town, said the number has now dropped under 200. The community includes a bank, a restaurant, a gift shop, a place to buy gas on a credit card and his grocery store. Whitefoot started working at the grocery store at age 11—73 years ago. He said he intends to keep working “as long as I can do it.” Wayne Whitefoot, Gene's son, came back to Boelus from Scotia in 1992 and added catering to the family

business, which the Whitefoots co-own; Gene oversees the grocery and Wayne manages catering.

May 4th marked the start of a new market venture in Seward, **Mike's Fresh Market**. Mike Brown took ownership of the former Sun Mart grocery store and is working to give the store a facelift from the inside out. Brown said he plans to offer more organic and specialty items through the SpartanNash product line, one that he said is on the higher end of the company's product offerings. Brown also owns **Adams Superfoods** in Adams.

Punk and Glennie Batt have sold the **Oshkosh Superette** to their daughter, Lori and her husband Jim Seeley. The Seeley's have moved to Oshkosh from Smyrna, Tennessee. Lori said, “Our goal is to continue to deliver quality merchandise, superb meat and great customer service to the people of Oshkosh and the surrounding areas.”



All trademarks are owned by Frito-Lay North America, Inc. © 2013.

Nebraska Grocers Meet with Congressman Terry

Garett Picklap of Fareway, Dick Stoffer of Hy-Vee, Doug Cunningham of Affiliated Foods Midwest, Pat Hensley of Hy-Vee, and Kathy Siefken, NGIA, met with Nebraska Congressman Lee Terry who currently serves as Chairman of the Energy & Commerce, Subcommittee on Commerce, Manufacturing & Trade. He



announced plans for the subcommittee to consider a data breach notification and security standards bill. There were segments of the proposed legislation that concerned the grocery industry. Congressman Terry readily met with us and took our concerns and suggestions under advisement. As a result of our meeting, we felt much better about a security breach bill that we believe is necessary and would be advantageous to everyone. A sincere thank you to Congressman Terry for listening to our concerns and digging deep enough to understand the impact, both positive and negative, this will have on the grocery industry. We will continue to work with his office as the legislation progresses.

2013 Kraft

collab-oration power brands inno-vation focus

Kraft

our mission is to be the best north american food and beverage company

©2013 Kraft

Aftermath of a Tornado

At 4:12 p.m. on Sunday, May 11, 2014 a tornado warning was issued for the community of Sutton, Nebraska. By 4:27 members of the community stepped into a business district where many buildings, both commercial and residential, were destroyed or damaged. Brown's Thrift Store was one of the buildings that sustained major damage. Mark Brown, the owner, was left with a big problem and he turned to Affiliated Foods Midwest (AFM) for assistance. Mark notified AFM of the loss. AFM stepped to the plate, recommending structural engineers who came out to inspect the building the next day.



Mark stated that the first thing to do in a situation where the business is severely damaged is to "Get over the shock and start prioritizing. Start working from that point on and move forward." Due to structural damage, he couldn't get into the building until Monday night. The store sustained damage to the roof, wall, floor, ceiling along with the outside back of the building that had been hit by a transformer that the tornado threw into the building. "One of the biggest difficulties after a disaster is to assess what needs to be done. That means long hours and pushing all of the people who are helping you recover, including the contractors," Mark stated.

The tornado tore big holes in the roof but the leaks were in the aisles and not on the shelves. Water was 2" deep in some places. Non-perishables survived but some had to be destroyed. State inspectors arrived and they worked closely with Mark to determine the extent of damage to product in the store, what could be saved, and what would have to be destroyed. When power came back on, they cooled everything back down so it was easier to remove and put in the dumpster. By Wednesday,

all refrigerated product was destroyed. Major Refrigeration came out as soon as the power was turned back on. Miraculously, the new LED lighting and refrigeration units were not damaged. Everyone worked hard to clean up the debris. AFM got a truck to the store on Friday and they opened on Saturday.

The photo shows a roof hanging over the front of the store. Mark clarified that it was the neighbor's roof that came bouncing over and knocked out the front wall of their store.

Throughout the disaster recovery, AFM worked closely with them, stopping the next shipment coming from the warehouse and changing order deadlines. AFM sent a refrigerated truck for the refrigerated product they

shipped later in the week so they could continue to sell groceries to the residents of Sutton. AFM also brought about 15 people down over a short period of time to assist in putting groceries back on the shelves. A temporary patch was placed on the roof so they could open. Water didn't hit the computer system, so it escaped damage.

Everyone worked as hard as they could to get the necessities done to open the store. Downtown Sutton was hit hardest. Roofs were torn off and thrown into other things but the buildings were not levelled. Local people from throughout the community came to help clean up. They started working within 2 hours after the storm hit. Everyone worked as hard as they could to get the necessities done to open the store. Even though they are up and operating, there is still a lot of work that needs to be done. The roof is now permanently fixed and a new floor has been laid. The ceiling and a new front awning should be replaced by early August. The most important thing is that there was not one single injury as a result of the tornado.



Innovation trumps novelty.

Consumers love that our Healthy Choice® Greek frozen yogurt is as decadently satisfying as regular ice cream, but with 100 calories. We think you'll love it, too. We created this innovation to be shelved at warmer temperatures in the high-traffic frozen single-serve entrée aisle¹ to build the basket with a shopper that is looking for a treat they can feel good about. Driving growth while putting a smile on your shoppers' faces... that's real innovation.

Everyday food. Extraordinary solutions.

ConAgra
Foods
Food you love

¹+26% more traffic, 2x \$ per buyer than novelty aisle (IHL current 53 Panel, 52 weeks ending 2/19/12)

Thumbs up
to Nebraska
Lottery
retailers!

Well, the
closest thing
we have to
thumbs.



Many thanks to our NGIA member
retailers for helping us sell
Nebraska Pick 5 and raising funds
to make our state a better place.

nebraska
PICK 5
It's our game.



nelottery.com

Must be 19. Please play responsibly. Problem Gambling Help Line: 800-522-4700.

"SWAGGER, NOT STAGGER."
 — TONY SINCLAIR

READY To Tanqueray?
 ALWAYS IN MODERATION
 TANQUERAY.COM

THE BRENMAR 
COMPANY INC.
 www.brenmarco.com

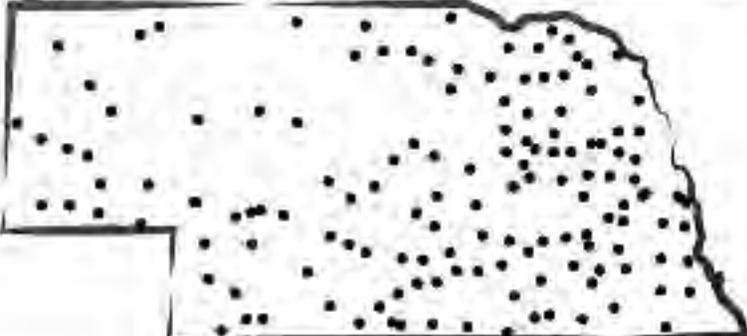
CELEBRATING **25 YEARS**

Supermarket Packaging & Supplies
General Merchandise & Speciality Foods

Call us at
1-800-783-7759
 Or Visit Us Online

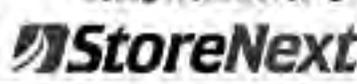
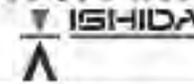
Like us on facebook.

 **Retail Data Systems** **PARTNERING WITH NEBRASKA GROCERS SINCE 1950**




We are here... Where are you?

End to End Point of Sale Solutions for your store
 For a Free No Obligation Store Survey Contact
 Terry Behmeier @ 800-564-4737 ext 101

Deadlines Looming for US Migration to EMV

By Robin Arnfield, *ATMmarketplace.com*

EMV is designed to combat card skimming and counterfeiting; EMV-compliant cards contain an embedded chip as well as a magnetic stripe. The chip contains data needed to use the card for payment transactions but it is protected by several security technologies that prevent counterfeiting.

The US is one of the last countries to migrate to EMV. Most European, Latin American and Asian countries have migrated already or are in the process of doing so. As part of their EMV migration roadmaps, Visa and MasterCard have established deadlines for counterfeit card fraud liability shifts for US ATM acquirers. In October 2016, MasterCard will shift counterfeit card fraud liability to ATM acquirers that don't accept MasterCard-branded EMV cards at US ATMs. Visa will shift counterfeit card fraud liability to ATM acquirers in October 2017.

Once those deadlines have passed, if an EMV card is used fraudulently at an ATM that doesn't support EMV, the acquirer will be liable for the issuer's fraud losses. The acquirer will pass on the cost of this fraud to the owner of the noncompliant ATM. "Recent data breaches at high-profile retailers means the dates for EMV implementation and the liability shift to acquirers are "cast in stone," said Jim Outland, president of US Consultancy Paragon Data Services.

Migrating an ATM network to EMV involves three processes. First, ATMs must have EMV Level 1-complaint card readers and PCI-compliant encrypting PIN pads: as defined by EMV standardization body EMVCo, EMV Level 1 is the standard for the hardware interface enabling data transfer between EMV cards and terminals.

Second, an EMV Level 2-complaint software kernel must be added to the ATM's application software. EMV Level 2 is the standard for the application software resident in the terminal that processes EMV transactions.

Third, the acquirer's ATM network must undergo end to end EMV hardware and software testing to receive EMV Level 3 certification from the card networks whose cards the acquirer wants to accept. EMV Level 3 is the standard for the entire EMV infrastructure, encompassing the terminal hardware, software and network.

Start Planning Now

The EMV Migration Guide, an ATM industry report published by ATM Marketplace, recommends that ATM operators start planning their migration to EMV now, because leaving it to the last minute could be a costly mistake. ATM vendors likely will not have the resources to assist large numbers of clients trying to migrate to EMV very close to the deadline, the report says. For example, there might be shortages of EMV card readers and resources for EMV testing and certification as the deadline approaches. According to Tom Driscoll, solutions manager at CR, the process of migrating to EMV can take 12 to 16 months. "Don't put EMV migration on the backburner, as those who lag behind are the ones who will be hardest hit by potentially absorbing the enormous costs of fraud," Driscoll wrote in an NCR blog. "Waiting could also hinder your brand reputation if your customers are fraud victims simply because you haven't migrated to EMV."

EMV Deadlines

- On April 19, 2013, counterfeit card fraud liability shifted to U.S. ATM acquirers that do not accept EMV chip cards for aestro debit card interregional transactions.
- As of April 2015, all U.S. ATM third-party acquirers/processors and subprocessors must be able to support EMV chip data.
- As of October 2015, counterfeit card fraud liability for both MasterCard and Visa will shift to U.S. acquirers that do not accept EMV cards at U.S. POS terminals.
- In October 2016, counterfeit card fraud liability will shift to ATM acquirers that do not accept MasterCard-branded EMV cards at U.S. ATMs.
- As of October 2017, counterfeit card fraud liability will shift to ATM acquirers that do not accept Visa-branded EMV cards at U.S. ATMs.

NEW! 2 CIGARS FOR 99¢

ZIG-ZAG
CIGARILLOS

BLACK WRAPPER
Maduro Inspired Wrapper

GREEN WRAPPER
Candela Inspired Wrapper

©NTC 2013

MAKE YOUR MOVE

Our superior services and the industry's broadest coverage capability will help you increase the value of your business while ensuring your key performance indicators are achieved.

Gain a competitive advantage with the one-stop, best-in-class sales and marketing solution.

ADVANTAGE
SALES AND MARKETING

2894 106TH STREET, SUITE 200 DES MOINES, IOWA 50322
TEL: 515.278.1223 FAX: 515.278.0671

**Proud to Support
Nebraska's
Grocers**



COMMONWEALTH - ALTADIS, INC.
a sales and distribution company

For information contact Sam Roach at
Sam.Roach@us.imptob.com

Bunzl Kansas City has the new
Optifill detergent and sanitizer from **Johnson-Diversey**.
No equipment, no mess, and very cost-effective!

Optifill is highly concentrated.
You get the exact amount of chemical for the amount of water you use.
Each container gives you 168 10-gallon sinks.

Optifill™ in Use



If you want to save on your chemical costs,
Call Craig Knavel

Bunzl Kansas City,
all of your store supply
needs from one supplier!
1-800-927-2231.



Anheuser-Busch

*Proud Supporters
of the
Nebraska Grocery
Industry Association*



Dr Pepper Snapple Bottling Co.
Midwest Division Omaha, NE
A Division of Dr Pepper Snapple Group

Omaha 402-498-0440
Lincoln 402-464-3169
Norfolk 402-371-9347





WILDHORSE

D I S T R I B U T I N G

NATIONAL DISTRIBUTOR OF
TOBACCO BRANDS AND
ACCESSORIES

713 N. Frontier, Papillion, NE 68046
888-293-2635

www.WildHorseDist.com



SPARBOE FARMS

Family Owned Since 1954

Sparboe Farms is a family-owned Midwestern company that produces a comprehensive line of shell and specialty eggs as well as egg products.



Sheila Baker
Area Manager
515-783-8178
sheila.baker@sparboe.com
www.sparboe.com

We take pride in providing a superior quality product and extraordinary customer service.

Sparboe Farms also offers a wide array of merchandising and marketing tools, including category management, promotional planning and planograms, designed to increase your sales and profitability.

Contact Sheila for more information on how Sparboe Farms can help you grow your egg category business.



CRS

SOLID RELATIONSHIPS SUPERIOR SERVICE

Cash Register Sales

www.crskc.com



CRS specializes in the sale and support of grocery systems from NCR, IBM, LOC, and HP.

We also provide pre-owned systems and attractive lease rates. We are endorsed by all major grocery warehouses in your area.



816.231.8599

www.crskc.com



CLEAR COLD

ARCTIC GLACIER

PREMIUM ICE

...Proudly Serving Nebraska Grocers
For Over 100 Years.

1-800-333-7340

1-402-592-9262

Omaha Headquarters

Nebraska Grocery Industry Association 2014 Annual Conference Held at Henry Doorly Zoo in Omaha

Members gathered at Henry Doorly Zoo for the 2014 Annual Conference where they took advantage of educational sessions that included Robin Dreeke, FBI, discuss non-verbal communication, and how to read body language of those around you, along with Steve Danon's "How to Survive an OSHA Inspection" and Rich Nelson's "Update on Child Labor Laws". Presenters also included Ann Marie Bosshamer of the Beef Council on Pasture to Plate issues, along with Coupon Redemption by Dan Shaul of American Coupon Services. Members gathered during breaks to take advantage of the opportunity to meet new friends and greet old friends. The event was topped off with a presentation by Curt Tomasevics, two time Olympic Medalist from Shelby, Nebraska. He shared interesting insights and stories on his journey to "Gold".







Rock Star Ice Cream



Rock Star Customer Solutions

- A dedicated sales team focused on your growth
- Direct sales store coverage in the category
- Brings comprehensive portfolio of brands to grow the category
 - Blue Bunny®
 - Weight Watchers®
 - Sweet Freedom®
 - Cadbury
 - Yoplait®
 - 2nd St. Creamery®
 - Bomb Pop®

Chart Topping Consumer Needs

- Indulgent taste of Real Ice Cream 
- Thicker ribbons of fudge/caramel
- More chunks of chocolate, cookie dough and brownies
- Perfect portion of ice cream and wafer
- Wrappers that don't stick and better protect the flavor
- Imaginative flavor combinations



Makers of Blue Bunny® Ice Cream

www.wellsenterprisesinc.com

©2014 Wells Enterprises, Inc. All rights reserved. CADBURY and associated designs are trademarks owned by Cadbury UK Ltd. and used under license. Yoplait is a registered trademark of YOPLAIT MARQUES (France) used under license. ©2014 Yoplait USA, Inc. WEIGHT WATCHERS on food and beverages is the registered trademark of WW Foods, LLC. WEIGHT WATCHERS for services and *PointsPlus* are the registered trademarks of Weight Watchers International, Inc. Trademarks are used under license by Wells Enterprises, Inc. ©2014 Weight Watchers International, Inc. All rights reserved.



Cheyenne

C I G A R S

Great Smoke, Great Price

WARNING: Smoking Cigars Causes Lung Cancer, Heart Disease, And Emphysema, And May Complicate Pregnancy. This Product Contains Chemicals Known To The State of California To Cause Cancer And Birth Defects And Other Reproductive Harm.

MADE IN THE USA
 © 2013 Cheyenne International, L.L.C.

Cheyenne International, L.L.C. • 701 S. Battleground Avenue, Greer, NC 28073 • Toll Free 1 888 254 6975 • Fax 704 357 7250 • www.cheyennecigs.com

micro
Pack.
micro
Price.

69¢

MSRP

© 2013 Wm. Wrigley Jr. Company. All Rights Reserved.
 Orbit, and all affiliated designs are trademarks of Wm. Wrigley Jr. Company.

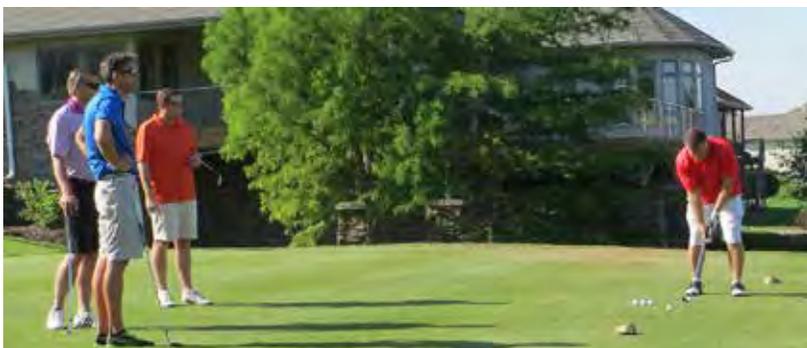
KEMPS®

QUALITY SINCE 1914

True to the Midwest.

Innovation, quality and a home-grown brand identity.
 From novelties to ice cream, Kemps is the consumer's choice.

2014 Sand “Bagger” Golf Outing: What a Day it Was!





**Help Your Staff Become
Beef Experts!**

Start your training at
www.beefu.org




Nebraska
Beef Council



**OFFICIAL MEAT
OF FOOTBALL
SEASON.**



NEBRASKA
PORK PRODUCERS
ASSOCIATION

*The Other
White Meat*

Don't be blah.

pork checkoff ©2008 National Pork Board, Des Moines, IA. This message funded by America's Pork Checkoff program.

newspaper | online | events | magazines | in the community

**The #1 place to
promote your
products!**

*Reach over 412,000 readers with your ad
in the daily Omaha World-Herald and the
nonsubscriber Food Express.*

To find out more about
advertising in the Omaha
World-Herald, or to place
an ad, contact Brandon Bell at
402-444-1435
or e-mail
brandon.bell@owh.com



Omaha World-Herald
www.omaha.com

Love Local.

**SMART
CHICKEN**



Where simple goodness begins.™

Pure quality. Pure profits.

Customers always reach first for trusted LAND O LAKES® Milk. Our FlavorTight™ bottle preserves fresh flavor and essential nutrients by blocking out harmful light. That's why LAND O LAKES® Milk starts pure from the dairy and stays pure for the family table. Simple goodness, naturally.

Find out how the natural, simple goodness of LAND O LAKES® Milk and dairy products can maximize your profits by calling 402-474-8700.



LAND O LAKES® Milk and Dairy Products

©2013 The LAND O LAKES trademark is owned by Land O' Lakes, Inc. and used by license.

How to Overcome Excuses

6 Tips to Gain the Edge & Meet Your Goals

Great people throughout history often fail, quite miserably, before finally reaching their goals, says international business strategist Dan Waldschmidt.

“Van Gogh sold only one painting during his lifetime; Winston Churchill lost every public election until becoming prime minister at age 62; Henry Ford went bankrupt five times; Albert Einstein was a terrible student and was expelled from school; Sigmund Freud was booed from a stage,” says Waldschmidt, author of “Edgy Conversations: How Ordinary People Achieve Outrageous Success,” (www.EdgyConversations.com).

“Ideas, brilliance, genius – they all mean nothing without the guts, passion and tenacity necessary to make your dream a reality. But often, people fall back on excuses and give up on trying to reach their goals.”

Most of us have dreams, and many of us have big ones, but few of us actually see them through, he says.

He offers six tricks for jumping off the excuse train and forge the path to your goals.

- Avoid the need to blame others for anything. Mean, small-minded people know that they suck. That’s why they are so cranky and eager to point out others’ mistakes. They hope that by causing others to feel inadequate, everyone will forget about how woefully off the mark their own performance is. Don’t blame anyone, for any reason, ever. It’s a bad habit.
- Stop working on things that just don’t matter. Not everything needs to be done in place of sleep. If you work for a boss, then you owe them solid time. You can’t cut that out. You can, however, cut out television time, meetings and anything else that gets in the way of achieving your goals. Replace entertainment with activity toward your goal.
- Refuse to let yourself wallow in self-doubt. You’re alive to succeed. Stop comparing your current problems to your last 18 failures. They are not the same. You are not the same. Here’s something to remember: Your entire life has been a training ground for you to capture your destiny right now. Why would you doubt that? Stop whining. Go conquer.
- Ask yourself, “What can I do better next time?” And then do it next time. If you spend a decade or two earnestly trying to be better, that’s exactly what will happen. The next best thing to doing something amazing is not doing something stupid. So learn from your mistakes and use the lessons to dominate.
- Proactively take time to do things that fuel your passion. Exercise is a great example. Living in the moment requires you to live at peak performance. A huge part of mental fitness is physical fitness. A sparring or running partner is a great way to refresh physical competition. Physical activity accelerates mental motivation.
- Apologize to yourself and those around you for having a bad attitude. Do this once or twice and you’ll snap out of your funk pretty fast. When you start genuinely apologizing for being a bad influence on those around you, you learn to stop whining and start winning.

About Dan Waldschmidt

Dan Waldschmidt is the author of “Edgy Conversations: How Ordinary People Achieve Outrageous Success,” (www.EdgyConversations.com). He is an international business strategist, speaker, author and extreme athlete. His consulting firm solves complex marketing and business strategy problems for savvy companies all over the world.



Jack Akenson

General Mills Frozen & Dairy
952-891-4203

Brian Renfro

General Mills Grocery
952-448-6297



Better Together



BIMBO BAKERIES USA

The Complete Fresh Bakery Portfolio

3 Tips for Practicing Mindfulness in a Multitasking Workplace *Neurologist Shares the Science Behind Its Effectiveness*

Google, eBay, Intel and General Mills offer classes on it. So do Harvard Business School, Ross School of Business and Claremont Graduate University, among other campuses. Mindfulness is not just a corporate trend, but a proven method for success.

Mindfulness – being focused and fully present in the here and now – is good for individuals and good for a business's bottom line.

How can people practice it in a workplace where multitasking is the norm, and concerns for future profits can add to workplace stress? "Even if a company doesn't make it part of the culture, employees and managers can substitute their multitasking habits with mindfulness in order to reduce stress and increase productivity," says Dr. Romie Mushtaq, www.BrainBodyBeauty.com, a neurologist with expertise in Mind-Body medicine and Mindful Living. "The result that you and your colleagues will notice is that you're sharper, more efficient and more creative."

Dr. Romie says the physiological benefits of clearing away distractions and living in the moment have been documented in many scientific and medical studies. "Practicing mindfulness, whether it's simply taking deep breaths, or actually meditating or doing yoga, has been shown to alter the structure and function of the brain, which is what allows us to learn, acquire new abilities, and improve memory," she says. "Advances in neuroimaging techniques have taught us how these mindfulness-based techniques affect neuroplasticity.

"Multitasking, on the other hand, depresses the brain's memory and analytical functions, and it reduces blood flow to the part of the right temporal lobe, which contributes to our creative thinking. In today's marketplace, creativity is key for innovation, sustainability and leadership. Romie offers these tips for practicing mindfulness in a multitasking business:

- Focus on a single task for an allotted amount of time. You might say, "For 15 minutes, I'm going to read through my emails, and then for one hour, I'm going to make my phone calls," Dr. Romie says.
- If your job comes with constant interruptions that demand your attention, take several deep breaths and then prioritize them. Resist the urge to answer the phone every time it rings -- unless it's your boss. If someone asks you to drop what you're doing to help with a problem, it's OK to tell them, "I'll be finished with what I'm doing in 10 minutes, then I'm all yours."
- When you get "stuck" in a task, change your physical environment to stimulate your senses. Sometimes we bounce from one task to another because we just don't have the words to begin writing that strategic plan, or we're staring at a problem and have no ideas for solutions. "That's the time to get up, take a walk outside and look at the flowers and the birds – change what you're seeing," Dr. Romie says. "Or turn on some relaxing music that makes you feel happy." Offering your senses pleasant and different stimulation rewires your brain for relaxation, and reduces the effects of stress hormones, which helps to unfreeze your creativity center.
- Delegate! We often have little control over the external stresses in our life, particularly on the job. How can you not multitask when five people want five different things from you at the same time?
- "Have compassion for yourself, and reach out for help," Dr. Romie says. "If you can assign a task to somebody else who's capable of handling it, do so. If you need to ask a colleague to help you out, ask!"
- This will not only allow you to focus on the tasks that most need your attention, it will reduce your stress. "And who knows? The colleague you're asking for help may want to feel appreciated and part of your team!"

While it is possible to practice mindfulness in a hectic workplace, Dr. Romie says she encourages business leaders to make it part of the company culture. Stress-related illnesses are the number one cause of missed employee workdays. "Offering mindfulness training and yoga classes or giving people time and a place to meditate is an excellent investment," she says. "Your company's performance will improve, you'll see a reduction in stress-related illnesses and you'll be a more successful businessperson."

About Dr. Romie Mushtaq

Dr. Romie is a mind-body medicine physician and neurologist. She did her medical education and training at the Medical University of South Carolina, University of Pittsburgh Medical Center and University of Michigan, where she won numerous teaching and research awards. She brings to healing both her expertise of traditional Western medical training and Eastern modalities of mindfulness. She is currently a corporate health consultant and professional health and wellness life coach at the Center for Natural and Integrative Medicine in Orlando, Florida. She is also an international professional speaker, addressing corporate audiences, health and wellness conferences and non-profit organizations. Her website is www.BrainBodyBeauty.com.

Retiring NGIA Board of Directors

2014 saw a change in the NGIA Board of Directors with promotions, retirement and term expirations. Serving on the NGIA Board of Directors takes dedication and a philosophy of representing not just the company you own or represent, but representing all facets of the food industry in Nebraska. NGIA is a strong organization due to the dedication of our Board.

This year we experienced a change in Directors with several members. Outgoing members of the Board of Directors include Bob Maline of Maline's Super Foods in Sutherland, Nebraska. Bob has served as a board member for 10 years, serving as an officer for six of those years. We extend our thanks to Bob and Sherry for the dedication, long drives from Sutherland, and Bob's willingness to give back to the food industry through his service on the Board.

Mark Hutson, Save Mart in Lincoln, retired from the Board when his store was sold to the Schmick family. Mark was serving as Chairman of the Board when his store sold. He has given four years of his time to growing NGIA and making it better and stronger. His work has helped guide NGIA on a path that truly represents the independent grocer in Nebraska. We thank Mark for his hard work and dedication.

Jamie Frank, Regional Director for Hy-Vee was promoted to represent the Cedar Rapids, Iowa area.



Jeff Mueller has been promoted to serve in Jamie's position. Jamie was a great addition to the NGIA Board of Directors and brought many new and fresh ideas with him to our board. We wish Jamie well as he serves the Cedar Rapids area. Kevin Sherlock of Hy-Vee accepted the NGIA plaque on behalf of Jamie Franck during the Annual Conference that was held in Omaha on July 15th.

Kirk Anderson with Pepsi Bottling Co. of Lincoln served a three-year term as a vendor representative from 2011 to 2014. Kirk brought his expertise in management and technology to NGIA and assisted



in providing guidance as we moved through legislative issues. Kirk has been very active in his role as a member of the Board of Directors and while he

no longer serves as an active board member we will continue to count on him for input and direction as NGIA moves forward.

Whatcha got cookin'?

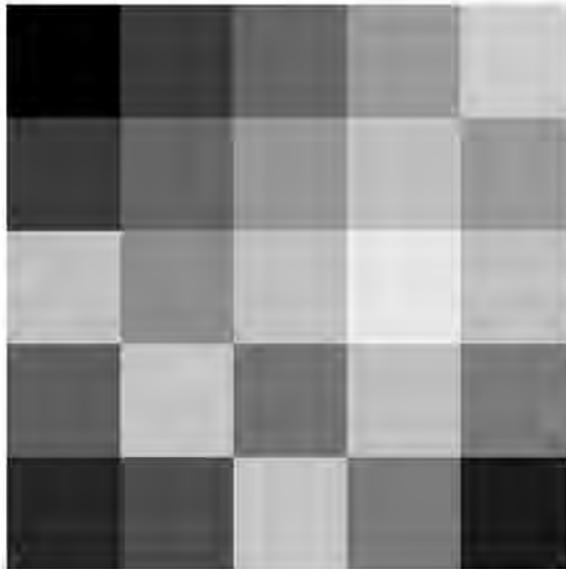
You'll love how many great-tasting ways Dorothy Lynch® can come to the table.

NOW GLUTEN FREE!

DOROTHY LYNCH
HOME STYLE DRESSING

See what's new at www.dorothylynch.com/recipes

Altria





**GOPHER NEWS
COMPANY**

*Your smart source for the
freshest entertainment in print*

763-546-5300
www.gophernews.com

Your retail knowledge
Our industry know-how

TOGETHER, WE TURN PAGES AND PROFITS

Coca-Cola®

LIVE  POSITIVELY™



Signed. SEALED. DELIVERED.

SWEDISH MATCH

CREATE
DELICIOUS
MOMENTS
OF JOY

Mondelēz
International



A Good Partner...
...Is Hard to Find

Mark Anthony Brands Inc.
is proud to be a partner of the
Nebraska Grocers Association
and all the hard work
that they do!



Premium Malt Beverage © is a registered trademark of Mike's Hard Lemonade Co., Seattle, WA.
mikeshard.com MIKE'S IS HARD. SO IS PRISON. DON'T DRINK UNTIL YOU ARE 21.

USDA Proposes More Ground Beef Record Keeping

The US Department of Agriculture's Food Safety and Inspection Services proposed to require all makers of raw ground beef products, including retailers that grind their own, to keep more records so sources of ground meats can be more easily traced.

The improved trace back capabilities that would result from this proposal will prevent foodborne illness by allowing FSIS to conduct recalls of potentially contaminated raw ground products in a timelier manner," said USDA Deputy Under Secretary for Food Safety Brian Ronholm in a news release. "By requiring retail outlets to maintain improved records on sources for ground products, the proposal will enable FSIS to quickly identify likely sources of contaminated product linked to an outbreak." The most common foodborne illness associated with ground beef is infection from e. coli bacteria.

Retail outlets regularly make ground beef by mixing cuts of beef from various sources. This proposal, if finalized, will require them to keep clear records identifying the source, supplier, and names of all materials used in the preparation of raw ground beef products. When foodborne illness outbreaks occur, public health officials try to trace ground beef back to its source so any potentially unsafe product can be identified and removed from commerce. FSIS has concluded that recordkeeping by retailers that grind raw beef has not been sufficiently effective.

A public comment period will end 60 days after the proposal publishes in the Federal Register.

In Memory of Bill Ashley, Former Chairman of NGIA Board



William H. Ashley passed away on June 30, 2014. Bill was the owner of Crest Petroleum Corp., Convenient Food Mart, and Suds City Carwash. He was also the co-owner of Valley Ice Co., and Crestwood Shops.

Bill played an important role in the history of the Nebraska Grocery Industry Association and helped guide the food industry to its current path. He served as a member of the Board of Directors, as the Secretary, Treasurer, Vice-Chairman, and as the Chairman of the Board of Directors. He was the recipient of the "Spirit of America" award which is the most prestigious award presented by the Nebraska Grocery Industry Association on behalf of the National Grocers Association.

Bill and his wife, Joyce, attended nearly all of the NGIA functions. They were strong supporters of the Association, attending local and national events. Bill spent his final years in retirement. He was a gentleman and a friend. We extend our condolences to his family.



SpartanNash

Taking food places™

Food for thought

Choosing a primary food distributor is one of the most important strategic decision that every independent grocery retailer must make. And SpartanNash stands out as a wise choice for many reasons:

- Supplies approximately 1,900 independent retailers
- Operates 21 distribution centers across the U.S. covering 48 states
- Superior purchasing power due to our size
- Provides the full range and selection of supermarket products
- Provides several extensive lines of quality Private Label brands
- Over 20 unique support services to assist in growing your business
- Combined talent, resources and experience that provides unsurpassed service and product offerings to all of our customers

We're here to partner with you every step of the way. Before you know it, you'll have the advantage of SpartanNash products, services and smarts working for you.

Visit SpartanNash.com for more information or call:

Joe Hermes 419-998-2502
VP of Sales - South Heartland Region



FARNER-BOCKEN COMPANY

Providing Solutions For Your Store Needs!



Farner-Bocken Company offers...

- A Top 10 Leading Convenience Store Wholesale Distributor in the USA
- Large Selection of Tobacco Products
- Over 15,000 SKUs Stocked
- Multi State Service
- Professional Store Layout and Reset Teams
- Cutting Edge Technology
- Largest Selection of Food Concepts in the Midwest
- Experienced Sales Representatives
- One Stop Convenience for Your Location



Farner-Bocken Company Contact Information:
 1751 Hwy. 30 East
 Carroll, IA 51401
 800-274-8692
 Check us out @ www.farner-bocken.com

Your Dairy...



Brings Customers to You.

Your customers trust that Hiland Dairy products are fresh and local. We have earned this trust over decades, by providing dairy products to their families, parents and grandparents. We're proud to deliver fresh, delicious and healthy dairy products to their tables. In addition, Hiland Dairy Foods has a full line of Lactose-Free Milk, Almond and Soy Milk, Greek Yogurt, Low-Sodium Cottage Cheese and Red Diamond Iced Tea and Tea Blends.

Moms know that Hiland Dairy products are made with milk from family farms, free of artificial growth hormones.



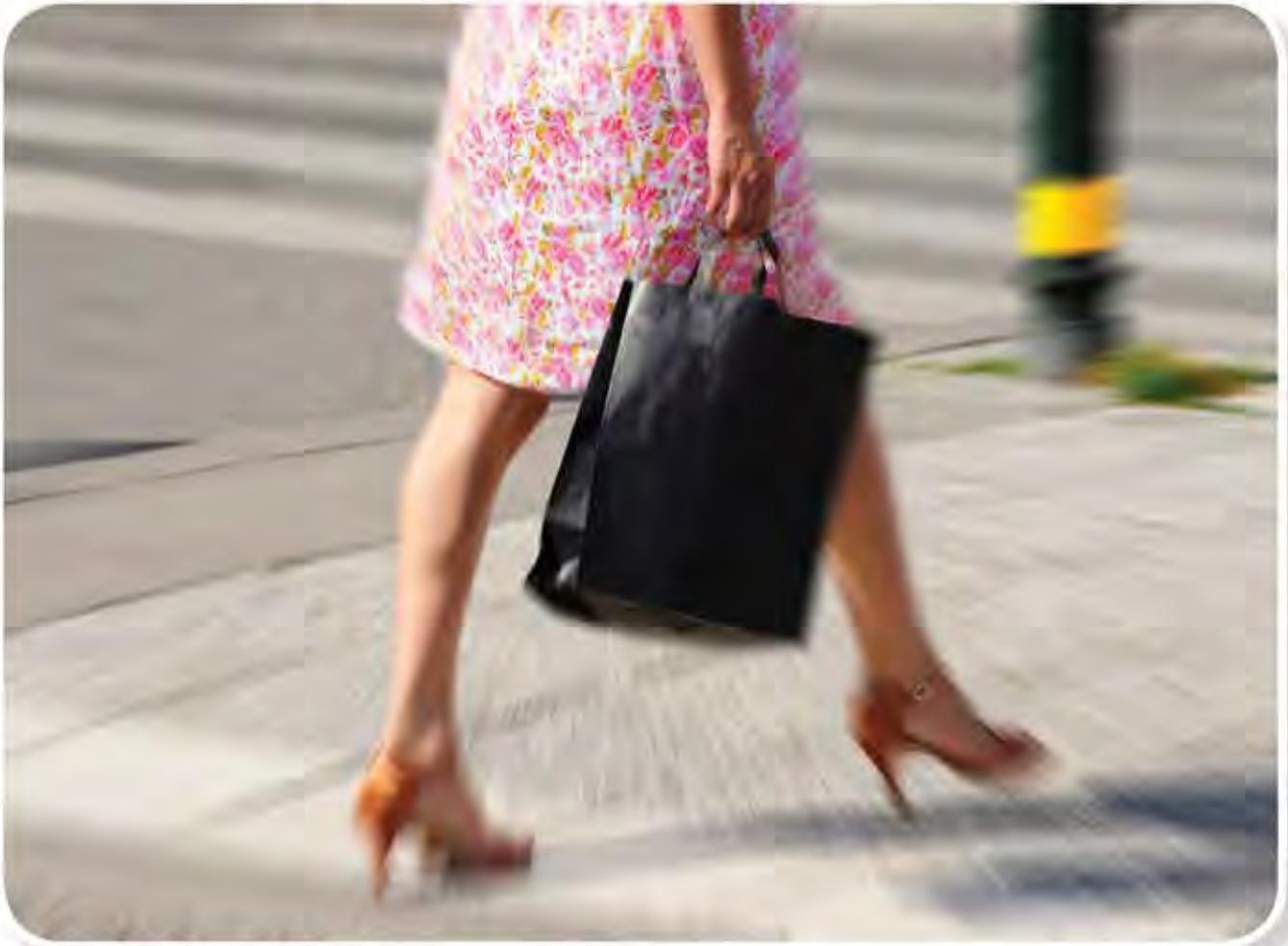
For product information and images, please visit:

HilandDairy.com/image-library

800-779-4321

NO Artificial Growth Hormones

Why'd the Customer Cross the Road?



[To make a purchase where her card is accepted]

Don't miss out on sales from loyal customers because you don't accept their preferred form of payment. Take advantage of SHAZAM's lower interchange PIN-debit transactions from more than 5.8 million SHAZAM cardholders walking around. Contact your Merchant Services Provider today for additional information on accepting SHAZAM PIN-Debit. To learn more, email us at merchantemail@shazam.net or visit our website, www.shazam.net.



Authorization and settlement
processing for:
DEBIT CARDS • CREDIT CARDS
ELECTRONIC BENEFITS TRANSFER (EBT) CARDS
GIFT CARDS - AND MORE



Proudly endorsed
by NGIA

Nebraska Grocery Industry Association
5935 South 56th, Suite B
Lincoln, Nebraska 68516-3301

Address Service Requested

PRSRT STD
U.S. POSTAGE
PAID
Lincoln, NE
Permit No. 40



PROGRESSIVE BRANDS

Affiliated Foods Midwest offers a portfolio of brands to meet and exceed the needs of today's consumer. Our brand strategy allows our Members to win with quality and differentiation rather than a "Me Too" private label.

For more information, visit www.afmidwest.com.

Don't be *dazed* by lackluster Private Label Items.

Join a Cooperative & see **clearly!**
why AFM is your choice for Progressive Brands.



Contact: **Wayne Hall**, VP of Business Development • P: 608-347-7318 • E: whall@afmidwest.com